

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

July 25, 1997

RJR Account #091800

Mr. G. Burns  
CAPITAL CANDY CO., INC.

## **SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649**

Dear George:

WINSTON regular product has been ordered (see quantities listed below), as well as 71 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	<i>Light</i>	12M	<u>1</u>
12300-11906	<i>Light Box</i>	6M	<u>2</u>
12300-11012	<i>Full Flavor</i>	12M	<u>2</u>
12300-11212	<i>Full Flavor Box</i>	12M	<u>1</u>

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$3,571.03

Non-EFT \$ Amount:

\$N/A

51845 6788

-2-

B2GFP

CAPITAL CANDY CO., INC.

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$133.00 (4.75 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

1638PRE.DOC

51845 6789



# Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2  
lighters

FREE with  
2-pack purchase

Winston

no additives  
New Winston  
true taste

NO BULL

51845 6790

WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>  
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
 TEMPLATE SEQ : 0012  
 SALES LEVEL : 16XXXX

DATE: 97-06-30  
 TIME: 09:16 AM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112201	112226	221387	GETTY MART	510 SABATTUS ST	LEWISTON	ME	04240	1			37065	(207) 782-6922
112201	112226	656865	V & G GETTY MART	990 LISBON ST	LEWISTON	ME	04240	1			37358	(207) 784-3118
112201	112226	720383	CIVIC CENTER GETTY	210 CIVIC CENTER	AUGUSTA	ME	04330	1			37125	(207) 623-1215
112201	112225	754679	VILLAGE VARIETY	ROUTE 25	KEZAR FALLS	ME	04047	2			36072	(207) 625-8417
112204	112227	253441	BEEP-BEEP DELI MART	ROUTE 16	CONWAY	NH	03818	2				(603) 447-2250
112204	112227	580000	MINI APPLE	245 MAIN ST	SOUTH PARIS	ME	04281	3				(207) 743-2708
112204	112227	698841	MEXICO ONE STOP INC	1 HARLOW HILL RD	MEXICO	ME	04257	1				(207) 364-3222
112204	112227	754124	FOUR CORNERS	HANCOCK STREET	RUMFORD	ME	04276	1				(207) 364-7225
112207	112224	100397	BOW ST MARKET #302	79 BOW ST	FREEPORT	ME	04032	2				(207) 865-6631
112207	112224	956569	LISBON GETTY MART	211 LISBON ST	LISBON	ME	04250	1			37066	(207) 353-5969
112208	112225	419588	BOONIE'S JNC.	ROUTE 11	SHAPLEIGH	ME	04076	1			38028	(207) 636-2600
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1			17159	(518) 293-7575
162301	162323	113588	BEVERAGE MART	211 LAKE ST	SAINT ALBANS	VT	05478	1				(802) 527-7437
162301	162323	195353	CHAMPLAIN FARMS	RTE 78	SWANTON	VT	05488	2				(802) 868-7822
162301		558840	EAST END QUICK STOP	RTE. 7	GEORGIA	VT	05454	1				(802) 527-1088
162301	163829	583313	CHIMNEY CORNER STOR	ROUTE 7	MILTON	VT	05468	1		1519-0000		(802) 878-2954
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1				(802) 893-7786
162301	162323	623973	WAGON WHEEL PLAZA	RT 104	ST ALBANS	VT	05478	1			35049	(802) 527-0104
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTE	VT	05459	1				(802) 868-5271
162301	163829	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	05468	1			35285	(802) 893-3650
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	1				(518) 561-9281
162301	162323	760782	MAYHEW'S CORNER STR	1 RIVER ST	RICHFORD	VT	05476	1			11094	(802) 848-3819
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1			13032	(802) 988-2285
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	FAIR HAVEN	VT	05743	1		3435-0000		(802) 265-3500
163801	163827	104989	PLEASANT VALLEY STR	ROUTE 4	CANAAN	NH	03741	1			20068	(603) 632-7507
163801	163827	113765	JIMMY KWIK	60 COVENTRY ST	NEWPORT	VT	05855	1			050169	(802) 334-2132
163801		113886	SMITH'S STORE	MAIN ST	GREENSBORO BEN	VT	05842	1				(802) 533-2631
163801		114154	LYLES SUPERETTE	MAIN ST	WASHINGTON	VT	05675	1			50097	(802) 883-2220
163801	163827	230137	CATHI & DONS COUNTR	RR 2 BOX 365	ENFIELD	NH	03748	2			20067	(603) 632-4210
163801	163827	658712	VITTLES & VARIETY	RR 1 BOX 169B	DERBY	VT	05829	1			50127	(802) 766-2205
163801	163827	717394	FOUR CORNERS GENERA	PO BOX 83	PIERMONT	NH	03779	1				(603) 272-9016
163803	163825	104114	DREWSVILLE GEN STOR	RTE 123	DREWSVILLE	NH	03604	1			25303	(603) 445-5120
163803	163825	469826	WEST RIVER VALLEY	RTE. 30	WEST DUMMERSTO	VT	05357	1				(802) 254-2880
163804	163828	065163	SKIP MART	MAIN ST	ROCHESTER	VT	05767	1		2794-0200	17018	(802) 767-3131
163804		104932	STINSON VILLAGE ST.	2 ALLEN ST	HANOVER	NH	03755	1			80065	(603) 643-6086
163804	163825	702944	DAMANETES	LOWER MAIN STREET	CLAREMONT	NH	03743	1			17167	(603) 542-2222
163804		705356	MAIN STREET CASH	192 MAIN STREET	WEST RUTLAND	VT	05777	1			12015	(802) 438-9880
163804	163825	712602	JEFFY MART	MAIN STREET	CHARLESTOWN	NH	03603	1				(603) 826-9777
163806	163826	247457	GILFORD MOBILE MART	1397 LAKE SHORE R	GILFORD	NH	03246	3			30567	(603) 524-8014
163806	163826	667008	HANDY LANDING GENER	RR 3 BOX 101B	LACONIA	NH	03246	1			14397	(603) 366-2232
163809	163828	086861	SHOREHAM SERVICE CT	ROUTE 22A	SHOREHAM	VT	05770	1		2794-0200		(802) 897-8585
163809	163829	088475	BILLING'S MOBIL	ROUTE #100	WATERBURY	VT	05676	2				(802) 244-6673

5N55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 9  
DATE: 97-06-30  
TIME: 09:16 AMWHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>  
TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
TEMPLATE SEQ : 0012  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163809	163829	113522	GRACEY'S STORE	1333 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-1253
163809	163828	114026	KINGSBURY COUNTRY	RT 100	WARREN	VT	05674	1			17026	(802)496-3366
163809	163829	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	1				(802)253-7010
163809	163828	114170	CENTRAL MKT	50 SUMMER ST	BARRE	VT	05641	3				(802)476-4888
163809	163828	114300	PRATT'S STORE INC	ROUTE #22 A	BRIDPORT	VT	05734	1				(802)758-2323
163809	163829	303495	SIMON'S	974 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-8011
163809	163828	410982	CONVENIENCE PLUS	REDEMPTION & DELI	NORTHFIELD	VT	05663	1				(802)485-6498
163809	163828	431453	CONVENIENCE PLUS	44 S MAIN ST	BARRE	VT	05641	1				(802)479-5513
163809	163829	470566	SIMON'S ESSEX	134 JERICHO RD	ESSEX CENTER	VT	05451	1		1519-0000		(802)878-3091
163809	163829	623926	DOWNTOWN QUICK STOP	93 S WINDOOSKI AVE	BURLINGTON	VT	05401	1		1519-0000	3035	(802)658-2259
163809	163829	704600	FAIRGROUNDS BEVERAG	99 PEARL ST	ESSEX JUNCTION	VT	05452	5			2334	(802)878-5377
163809	163828	704681	SHELBURN DISCOUNT B	1907 SHELBURNE RD	SHELBURNE	VT	05482	1			11052	(802)985-3246
163809	163829	743921	CHITTENDEN MILLS BE	RR 2 BOX 27C	JERICHO	VT	05465	1				(802)899-4730

PAGE BREAK TOTAL ACCOUNTS 55 TOTAL QUANTITY 71

TEMPLATE TOTAL ACCOUNTS 55 TOTAL QUANTITY 71

51845 6792

08/27/97

ACCOUNT NUMBER: 091800  
VOUCHER NUMBER: 15367388  
DATE WRITTEN: 08/27/97  
STATUS: PAID  
AMOUNT PAID: 133.00

CAPITAL CANDY CO INC  
32 BURNHAM ST  
BARRE , VT 5641  
SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.75	133.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / RT

51845 6793